



**Research Paper**

# Constraints faced by cabbage growers and nature of marketing in north Karnataka

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**ABSTRACT :** The study was conducted in Belagavi and Haveri districts of Northern Karnataka during 2015-16 to know the nature of marketing of cabbage. The findings of the study depicts that 57.50 per cent of cabbage growers get the market information from the others who visits market followed by mobile (32.50%) and personally visiting market (10.00%), respectively. Exactly equal (40.00%) per cent of the respondents were using mini tempo and truck as the means of transport. More than half (57.50%) of the respondents sold their produce to the village merchants followed by commission agents (33.33%) and consumers (9.17%). Further, farm gate (57.50%) acted as the major venue for marketing followed by exactly equal (16.67%) per cent of respondents sold their produce in local agricultural produce marketing committee (APMC) and distant markets and meager (9.16%) of respondents sold produce directly to the consumers. The problem of pest and disease in production and fluctuation in market price in marketing ranked first in constraints faced by the cabbage growers.

**KEY WORDS:** Cabbage, Nature of marketing, Constraints

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## INTRODUCTION :

Vegetable farming is the major attraction for the farmers since it is comparatively more remunerative than field crops. They are playing an important role in commerce and economy, particularly through processing and export trade. Karnataka produces about 2.4 per cent of the total production of cabbage in the country. The production of cabbage in the state is 0.21 million tones from an area of 0.010 million hectares having productivity of 21.2 tones/ha. Major cabbage producing belts in the state are Dharwad, Haveri, Belgaum, Hassan, Bellary, Mysore and some other districts of North Karnataka.

Marketing of vegetables attracts special attention given their highly seasonal and perishable nature. Being

bulky, harvesting and transporting them to the market is a very cumbersome process requiring special skills. Traditionally, traders or few larger scale growers themselves undertook this task by assessing the value of the harvest and making an agreement with the farmer for a pre fixed amount. The farm-gate prices for vegetables and fruits range between 20-30 per cent of the eventual retail prices in India. In developed countries, such as USA, UK and Japan, the farm-gate prices for such products range between 40-55 per cent of retail prices (Hegde and Madhuri, 2013).

Marketing of cabbage is more complicated, as majority of the farmers are illiterate, unorganized and scattered. They do not have knowledge and skill for marketing of their produce and forced to sell their produce

immediately after the harvest at low prices in the village itself to the local traders. In addition, cabbage growers had inadequate access to market information, credit availability, storage and transport. Moreover, the agricultural marketing is saddled with a long chain of middlemen between the farmers and ultimate consumers and they took away the huge share of the consumer's price.

So the price of the cabbage is decided by the middlemen. In order to help the cabbage growers and to avoid private merchants and intermediaries, more number of social studies are required. The findings of study provide a clear understanding about the cabbage marketing, this would help the people involved in cabbage marketing to chalk out a need based plan. A realistic appraisal of the problems encountered by the cabbage growers would help the policy makers and research workers to bring out necessary changes which would brighten the prospects of the cabbage growers. Keeping with above facts in view, the present study was undertaken with specific objective of studying the nature of marketing of cabbage and constraints faced by the farmers.

## MATERIALS AND METHODS :

The study was conducted in purposefully selected Bailahongal, Gokak taluks of Belagavi and Hirekerur, Byadgi taluks of Haveri district based on highest area and production of cabbage crops in North Karnataka. From the each taluk three villages were selected, from each village the list of educated farmers were collected from horticulture department, from the list ten educated cabbage farmers were selected by using simple random sampling technique. Thus making a total of 120 respondents for the study.

To study the nature of marketing by the farmers, they were asked to indicate the nature of marketing. It includes where, when, to whom and through which channel, they sell their produce. In this study the marketing behaviour was studied under different dimensions *viz.*, mode of transport, place of sale, selling agency, time of sale, grading behaviour, source of market information, payment pattern, marketing decision, mode of price determination and middlemen involvement. The data were collected by using pre-structured interview schedule prepared in consultation with scientists of University, KVK and State Department of Horticulture. The data were

analyzed by using suitable statistical tools.

## RESULTS AND DATA ANALYSIS :

The main findings and discussion of the research have been presented below:

### **Nature of marketing of cabbage :**

#### *Source of information :*

The Table 1 reported that, majority (57.50%) of the respondents were approached others who visit market followed by mobile (32.50%) and personally visiting market (10.00%), respectively. The results are in line with the findings of Yoshodhara and Narasimha (2012).

### **Mode of packing :**

It was observed that, nearly half of the respondents (41.67%) were pack their produce and the remaining 58.33 per cent of the respondents do not pack their produce. Out of 41.67 per cent of the respondents, majority (84.00%) of them were using nylon bags as the packing material followed by gunny bags (16.00%). The results were in contradiction with the findings of Sridevi and Sekar (2014).

### **Mode of transport :**

It was inferred that, nearly half of the respondents (41.67%) were transport their produce to the markets while, more than two fourth (58.33%) of the respondents were not transport their produce to the markets and selling the produce in field itself. Among 41.67 per cent of the respondents, exactly equal (40.00%) per cent of the respondents were using mini tempo and truck as the means of transport followed by tractor (12.00%) and bullock cart (8.00%).

### **Grading :**

It was noticed that, 16.67 per cent of the respondents were sold their produce after grading. The remaining 83.33 per cent of the respondents were found to be not grading their produce before selling to the markets. Out of 16.67 per cent of the respondents who followed grading, 80.00 per cent of them graded their produce based on the size, 15.00 per cent graded based on the colour and 5.00 per cent graded based on the weight. The results are in agreement with the findings of Srinivas *et al.* (2014).

**Time of sale :**

Majority (96.67%) of the respondents sold their produce after harvest whatever the price and only 3.33 per cent of respondents sold their produce after harvest if the price are favourable. The data further indicated the reasons for selling at particular time were highly perishable nature of produce (58.33%), no cold storage facilities available (29.17%), financial urgency (9.17%) and to get more profit (3.33%).

**Nature of sale :**

From the Table 2 it was observed that, more than

half (57.50%) of the respondents sold their produce to the village merchants followed by commission agents (33.33%) and consumers (9.17%). The results are in contrast with the findings of Yoshodhara and Narasimha (2012).

Table 2 (a) revealed that, among 57.50 per cent of the respondents who sold their produce to the village merchants, 40.58 per cent respondents sold because of better price for produce, 26.09 per cent sold because of no well established market for their produce, 20.29 per cent sold because of small quantity of produce and 13.04 per cent sold because of well known person to them.

<b>Table 1 : Marketing behaviour of cabbage growers</b>			<b>(n=120)</b>
<b>Sr. No.</b>	<b>Components</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Source of information</b>			
1.	Mobile (SMS and Call)	39	32.50
2.	Others who visit market	69	57.50
3.	Personally visiting market	12	10.00
<b>Mode of packing</b>			
	Yes	50	41.67
	No	70	58.33
1.	Nylon bags	42	84.00
2.	Gunny bags	8	16.00
<b>Mode of transport</b>			
	Yes	50	41.67
	No	70	58.33
1.	Tractor	6	12.00
2.	Mini tempo	20	40.00
3.	Bullock cart	4	8.00
4.	Truck	20	40.00
<b>Grading</b>			
	Yes	20	16.67
	No	100	83.33
	Basis for grading		
1.	Size	16	80.00
2.	Colour	3	15.00
3.	Weight	1	5.00
<b>Time of sale</b>			
1.	Sale after the harvest if the prices are favourable	4	3.33
2.	Sale after the harvest whatever the price	116	96.67
<b>Reasons for selling at particular time</b>			
1.	Highly perishable nature	70	58.33
2.	No cold storage facilities available	35	29.17
3.	Financial urgency	11	9.17
4.	To get profit	4	3.33

It was stated that among 33.33 per cent who sold their produce to the commission agents, 75.00 per cent sold because to get more number of buyers through agency and 25.00 per cent sold because of better price for produce. Out of 9.17 per cent of the respondents who sold their produce to the consumer, 72.73 per cent sold because of immediate cash payment for produce and 27.27 per cent because of better price for produce.

#### Place of sale :

Table 3 indicated that, farm gate (57.50%) acted as the major venue for marketing followed by exactly equal

(16.67%) per cent of respondents sold their produce in local APMC and distant markets and meager (9.16%) of respondents sold produce directly to the consumers.

From the Table 3 (a) it was evident that, among 16.67 per cent respondents who sold their produce at local APMC, 40.00 per cent sold because of less interruption of middlemen followed by better price for produce (35.00%) and immediate cash payment for produce (25.00%). Out of 16.67 per cent respondents who sold their produce at distant market, 65.00 per cent sold because of better price for produce followed by immediate cash payment for produce (35.00%).

Table 2 : Agency chosen by farmers for marketing of cabbage (n=120)			
Sr. No.	Category	Frequency	Per cent
1.	Consumer	11	9.17
2.	Commission agent	40	33.33
3.	Village merchants	69	57.50

Table 2 (a) : Reasons for selling cabbage to particular agency by farmers							
Sr. No.	Reasons	Village merchants (n=69)		Commission agent (n=40)		Consumer (n=11)	
		f	%	f	%	F	%
1.	No well established market for selling of produce	18	26.09	-	-	-	-
2.	Small quantity of produce	14	20.29	-	-	-	-
3.	Better price for produce	28	40.58	10	25.00	3	27.27
4.	Well known person	9	13.04	-	-	-	-
5.	To get more number of buyers through agency	-	-	30	75.00	-	-
6.	Immediate cash payment for produce	-	-	-	-	8	72.73

Table 3 : Place chosen by farmers for marketing of cabbage (n=120)			
Sr. No.	Category	Frequency	Per cent
1.	Village	11	9.16
2.	Distant market (Mumbai)	20	16.67
3.	Local APMC	20	16.67
4.	Farm gate	69	57.50

Table 3 (a) : Reasons for selling cabbage to particular market place by cabbage growers									
Sr. No.	Reasons	Farm gate (n=69)		APMC (n=20)		Distant market (n=20)		Village (n=11)	
		f	%	f	%	f	%	f	%
1.	No transportation cost for the produce	56	81.16	-	-	-	-	-	-
2.	Convenient for selling of produce	13	18.84	-	-	-	-	-	-
3.	Nearness of the market for produce	-	-	-	-	-	-	4	36.37
4.	Small quantity of produce	-	-	-	-	-	-	7	63.63
5.	Better price for their produce	-	-	7	35.00	13	65.00	-	-
6.	Less interruption of middlemen	-	-	8	40.00	-	-	-	-
7.	Immediate cash payment for produce	-	-	5	25.00	7	35.00	-	-

It can also observed that, among 57.50 per cent respondents who sold their produce at farm gate, 81.16 per cent sold because of no transportation cost are

involved for their produce followed by convenient for selling the produce (18.84%). Out of 9.16 per cent respondents who sold their produce at village, 63.63 per

**Table 4 : Middleman involvement, price determination, market decision and mode of payment of cabbage growers (n=120)**

Sr. No	Components	Frequency	Per cent
<b>Extent of middleman involvement</b>			
1.	Fully	69	57.50
2.	Partially	40	33.33
3.	No involvement	11	9.17
<b>Price determination</b>			
1.	Open auction	40	33.33
2.	Mutual negotiation	80	66.67
<b>Market decision</b>			
1.	Self decision	65	54.16
2.	Friends and relatives	33	27.50
3.	Progressive farmers	14	11.67
4.	Market officials	8	6.67
<b>Mode of payment</b>			
1.	Advance payment	13	10.83
2.	Spot payment	55	45.83
3.	Delayed payment	52	43.34

**Table 5 : Constraints faced by the cabbage growers in production and marketing**

Sr. No.	Constraints	Score	Rank
<b>Production constraints</b>			
1.	Problem of pest and diseases	230	I
2.	High cost of fertilizers and plant protection chemicals	209	II
3.	Labour problems	134	III
4.	Lack of finance/ credit facility	129	IV
5.	Inadequate irrigation facilities	109	V
6.	Limited and irregularity of power supply	83	VI
<b>Marketing constraints</b>			
1.	Fluctuation in market price	228	I
2.	Exploitation by the middle man	205	II
3.	High cost of transportation	188	III
4.	Markets are far away	135	IV
5.	High commission charges	59	V
6.	Lack of market information	36	VI

**Table 6 : Suggestions by the cabbage growers (n=120)**

Sr. No.	Suggestions	Frequency	Per cent
1.	Need for cold storage facilities	34	28.33
2.	Need of well established market	72	60.00
3.	Reduce commission charges	82	68.33
4.	Need of resistant varieties against insect-pests and diseases	107	89.17
5.	Need of minimum support price	88	73.33

cent sold because of small quantity of produce followed by nearness of the market for the produce (36.37%).

#### **Middlemen involvement :**

It was revealed from the Table 4 that, 57.50 per cent of respondents expressed that middlemen are involved fully in selling the produce, followed by 33.33 per cent of the respondents expressed partially and the remaining 9.17 per cent indicated no involvement of middlemen.

#### **Price determination :**

It was revealed that, more than half (66.67%) of the respondents indicated that price of the produce was determined by mutual negotiation followed by open auction (33.33%).

#### **Market decision :**

It is reported that, before selling cabbage to the traders more than half (54.16%) of the respondents make self decision followed by counseled with friends and relatives (27.50%), progressive farmers (11.67%) and market officials (6.67%). The results were in contradiction with the findings of Johnson and Manoharan (2009).

#### **Mode of payment :**

It can also enunciate that, less than half (45.83%) of the respondents had spot payment followed by delayed payment (43.34%). Advance payment was reported to be in vogue among a meager percentage of the respondents (10.83%).

#### **Constraints faced by the cabbage growers in production and marketing :**

It is evident from Table 5 that, the problem of pest and disease ranked first followed by high cost of fertilizers and plant protection chemicals, labour problems, lack of finance/credit facility, inadequate irrigation facilities and limited and irregularity of power supply ranked second, third, fourth, fifth and sixth, respectively.

It was observed that, the problem of fluctuation in market price ranked first followed by exploitation by the middle man, high cost of transportation, markets are far away, high commission charges and lack of market information ranked second, third, fourth, fifth and sixth, respectively Rai *et al.* (2014).

#### **Suggestions by the cabbage growers :**

From the Table 6 it could be seen that, majority of the respondents (89.17%) suggested for resistant varieties against insect-pests and diseases followed by minimum support price (73.33%), reduce commission charges (68.33%), well established market (60.00%) and cold storage facilities (28.33%).

#### **Conclusion :**

More than fifty per cent of the total cabbage growers sold their produce to village merchants in farm gate itself. Majority of cabbage growers sold their produce after harvesting, because of non availability of cold storage facilities. The cabbage growers are gathering and getting price information through the person who visited to the market and mobile phones. It is evident from the study that farmers were not following effective marketing strategies for getting remunerative price for their cabbage. So, it is imperative to conduct awareness programme about different marketing aspects of cabbage.

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